INSTRUCTOR: Andrew Croxell  
Address: Southern Illinois University Carbondale  
Automotive Technology  
Mail Code 6895  
Carbondale, IL 62901  
Office: TEC 146A  
Phone: 618-453-9122  
E-mail: dcroxell@siu.edu

INSTRUCTOR CONTACT:  
Students may contact the instructor by phone or e-mail. Please email when possible. If the instructor is not available via phone, please leave a detailed message with the receptionist. When leaving a message or e-mailing, please remember to provide background and your contact information.

AUTOMOTIVE TECHNOLOGY MISSION STATEMENT:  
The Department of Automotive Technology provides an educational environment for students to acquire professional, research, and technical skills necessary for success in the automotive industry and other related industries. The faculty conduct applied research in automotive fields and provide service to the community.

COURSE DESCRIPTION:  
An introduction to management of automotive retail fixed operations. A study of the automotive retail industry and environment, developing concepts and methods to improve customer satisfaction along with an increase in market penetration, profits and efficiency are emphasized. Planning of workflow control and human resource management will be included. This course is writing intensive and reflects the Colleges’ Communication-Across-the-Curriculum initiative.

PREREQUISITES:  
English 101

COURSE OBJECTIVES:  
The course will provide the student with an opportunity to:  
1. Develop skills in customer service, managing personnel, and managing facilities within an automotive dealership.  
2. Gain knowledge and understanding of the automotive retail and wholesale industries.

COURSE SCHEDULE:  
Mon, Wed, & Friday 1:00pm to 1:50pm, Room: TEC 0180

OFFICE HOURS:  
Monday, Wednesday, & Friday 11:00am – 1:00pm or by appointment.

REQUIRED TEXTBOOKS AND MATERIALS:  
1. Required reading will be available online.

REFERENCES (NOT REQUIRED):  


Both of the above references represent the University’s and the College’s standards for written academic works. The Little, Brown Compact Handbook is a writing and grammar reference. If a student has other appropriate references to accomplish the same task, purchase of this text is not required. If the appropriateness is in question, please ask your instructor.
The American Psychological Association (APA) manual is an editorial style manual that consists of rules or guidelines to help the writer develop a clear and consistent document through common use of punctuation, abbreviations, tables, headings, citations, and many other elements.

The APA editorial style is widely accepted for academia writing. However, the focus of this class is to prepare individuals for the automotive business environment. For that reason, all writings in this class will follow normally accepted business style guidelines that the instructor will share with the students in class.

The use of the APA system of citations in written text and any accompanying reference list will however be followed. There are numerous online resources available to assist the student in the proper application of APA citation such as:

http://owl.english.purdue.edu/owl/resource/560/01/
http://www.apastyle.org/
http://www.indiana.edu/~wts/pamphlets/apa_style.shtml

If a student has other appropriate references to accomplish the task, purchase of this text is not required. If the appropriateness is in question, please ask your instructor.

COURSE INTRODUCTION:
Since vehicles were first distributed throughout the world, servicing them has become more and more sophisticated and complex. Each year has brought an increasing number of models and a corresponding increase in the technical complexity of vehicles to market. Today’s automotive dealership must be able to support the servicing and repair of these constantly changing complex vehicles while being able to compete in a constantly changing market place. Increasing competition, decreasing warranty expenses, increasing consumer expectations, changing personnel, and changing regulations all must be taken into consideration. This requires a dealership to operate using a variety of modern management and marketing techniques to remain economically healthy.

For an automotive business in the customer-driven market, product is only part of the equation. The successful organizations are the ones that maintain a base of satisfied customers—loyal customers who come back for more. Developing owner loyalty depends on customer satisfaction with the ownership experience.

Customer loyalty doesn’t just happen. Good products alone aren’t enough. Even outstanding products can’t do the job entirely on their own, at least not for long. Smiles and politeness won’t do it either. Nor will programs and policies and special events. No, it’s more concrete than that. If you take nothing else away from this course, take this away with you: Customer loyalty is built one customer at a time by delivering individual acts of service.
### TOPICAL OUTLINE:

<table>
<thead>
<tr>
<th>Section</th>
<th>Topic</th>
<th>Tentative % of Time</th>
<th>Sections from Service Advisors Survival Text</th>
<th>Sections from Class Packet</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>RETAIL ENVIRONMENT</td>
<td>15</td>
<td>1 &amp; 13</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>A. Orientation and Industry History (1 &amp; 13)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Industry Statistics and Trends</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C. Industry Consolidation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>DEALERSHIP ORGANIZATION AND STRUCTURE</td>
<td>10</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. Dealership Organization</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Fixed Operations Structure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C. Work Groups and Team Dynamics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>FACILITIES AND EQUIPMENT</td>
<td>10</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. Dealer Facilities and Layout</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Traffic Flow &amp; Parking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C. Corporate Image</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>D. Signage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>E. Tools &amp; Equipment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>MANAGEMENT FUNCTIONS &amp; CONSUMER BEHAVIOR</td>
<td>15</td>
<td>3, 4, 7, &amp; 11</td>
<td>D</td>
</tr>
<tr>
<td></td>
<td>A. Management, Supervision, Leadership</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Selling and Ethics (4)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C. Personality Issues (3)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>D. Consumer Personality (7)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>E. Managing the Job (11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V</td>
<td>EFFECTIVE SERVICE CONSULTING</td>
<td>20</td>
<td>2, 5, 6, 8, &amp; 9</td>
<td>E</td>
</tr>
<tr>
<td></td>
<td>A. The Front Line Service Advisor (2)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Service Consulting Concepts (5 &amp; 6)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C. Handling Customers and Telephone Issues (8 &amp; 9)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VI</td>
<td>WORKFLOW CONTROL</td>
<td>20</td>
<td>F, G, H, I, J</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. Repair Orders &amp; Invoicing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Appointments &amp; Scheduling (10)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C. Estimating, Dispatch &amp; Production</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>D. Vehicle Control &amp; Service Delivery</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VII</td>
<td>HUMAN RESOURCE MANAGEMENT</td>
<td>10</td>
<td>K, L</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. Staffing &amp; Termination</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Training &amp; Supervision</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C. Evaluation</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### INTERNET INSTRUCTION SITE:
This course utilizes an instructor developed SIU Online site to enhance instruction. Students will be expected to complete required readings of articles posted to this site and be prepared to discuss them in class. In addition, there is a resource area for students to gather industry related reference information. All instructor presentations and assignments will be posted to this site for student reference.

### ATTENDANCE:
- Attendance is a required portion of all SIUC Automotive courses.
- Quality instruction depends upon active student participation in the learning environment.
- Classes may not be missed without substantially affecting the ability of the student to master the course material.
- Each student is an integral part of the class as they share their experience, knowledge and impressions with the class in discussion. When a student misses class, it affects the entire class.

For these and several other reasons, each unexcused absence could lower a student’s total score 2.5 percentage points. If a student is not present when roll is taken for each session, he or she is considered absent. It is the students’ responsibility to notify the instructor if they enter the class after attendance is taken.
Students unable to attend class should notify the instructor as soon as possible and arrange with a classmate to obtain notes. Following an absence, the student should contact the instructor to obtain any possible handout materials and assignments.

**PUNCTUALTITY:**
- Class will begin promptly at the assigned time.
- Student entering after class has begun inevitably disrupt the rest of the students.
- Students entering late may miss quizzes, special announcements, notes, and class or assignment changes.

For these reasons, a student being tardy 3 times will equal 1 absence in lowering a student’s score.

**PREPAREDNESS AND PARTICIPATION:**
Students are expected to come to class prepared and actively participate in discussions of relevant topics. Students are encouraged to bring items of interest relevant to current topics and events affecting the automotive industry to share in the class discussion.

A student sleeping or otherwise disrupting class affects the entire class and their learning. These actions are considered non-participatory and will result in the same effect as that of an absence. If any of these occur, the instructor may ask the student to leave the class.

**ELECTRONIC DEVICES:**
It is Department policy that cell phones are not to be used during class time. Please practice professional courtesy in utilizing electronic devices during class periods. Cell phones should not disrupt classmates. Many cell phones have an aggressive vibrate feature and will still often times disrupt other students. Cell phones should be either shut off, placed on silent, or not taken into class.

Starting up and shutting down of computers during class sessions can disrupt others. If a student wishes to use a computer during class, shut off all sounds, have it powered up prior to class beginning, and shut it down after class has completed.

It is expected that those utilizing electronic devices during class time will restrict their use to current class discussion and activities. Playing computer games, watching videos, and general internet web browsing during class shows a student’s lack of attention to class topics and are disruptive and distracting to other classmates. For these reasons, this disruptive action is considered non-participatory and will result in the same effect as that of an absence.

Any use of electronic devices for quizzes and exams must first be approved by the instructor.

**ATTIRE AND CONDUCT:**
Class attire and conduct are based on the Automotive Technology department Guidelines and should reflect the students respect to themselves, their peers, our customers, our industry and Southern Illinois University Carbondale.

**CONFIDENTIAL AND SENSITIVE MATERIAL/INFORMATION:**
It is understood that students in this class may be provided and/or exposed to confidential and sensitive corporate/business material and/or information. Any such material/information is intended to be used solely for the individual student’s educational purposes in this course.

By attending this course, the student is hereby agreeing that they will not share and/or distribute such confidential and/or sensitive material and/or information with any party or entity outside of this immediate class in any manner and for any reason. Failure to do so can be considered non-participatory for the entire semester.

**SCHOLASTIC STANDARDS AND GRADES:**
The SIUC Automotive Technology Department maintains the following scholastic standards for grading:

- A 93-100% Excellent
- B 85-92.9% Good
- C 76-84.9% Satisfactory
- D 70-75.9% Poor
- F <69.9% Failure

It is expected that grades in this course will follow the normal probability distribution curve. Grades will most likely be concentrated near the center and decrease in frequency towards either end.
The total points a student earns at the end of the class divided by the total points possible will present a percentage score. Any deductions to this percentage score for participation, punctuality and/or attendance will then be taken to determine the student’s final percentage. This percentage will be referenced to the Department’s scholastic grading scale to determine the student’s final grade.

An INC is assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments. Refer to the SIU University Policy on ‘Incomplete’ as a course grade in the SIUC Undergraduate Catalog, Chapter 2 Section: Grading and Scholastic Regulations.

A WF is may be assigned if a student does not drop the course, but merely discontinues attendance. It is the Student’s responsibility to complete the drop/withdrawal process. Refer to the SIU University Policy on ‘WITHDRAWAL’ from a course SIUC Undergraduate Catalog, Chapter 2, Section: Advisement, Registration, Withdrawal.

Withdrawal/Drop dates can be obtained from a student’s SalukiNet account or from the department academic advisor.

TENTATIVE GRADING STRUCTURE:
Detailed course material, presentations, assignments, quizzes, and exams have the possibility to change as the semester progresses. The below tentative grading structure is to give the student an anticipated outline of the expected course requirements and grading structure planned.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Exams</td>
<td>50%</td>
</tr>
<tr>
<td>Assignments &amp; Quizzes</td>
<td>50%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

The student will have an opportunity to review their performance on all exams, quizzes, and assignments. Students are expected to keep track of their individual performance in the class.

ASSIGNMENTS AND EXAMINATIONS:
The automotive industry is a very fluid and changing industry. Technology, materials, procedures, policies, and practices constantly change and are typically unpredictable. Therefore, detailed course material, presentations, assignments, quizzes, and exams have the possibility to change as the semester progresses. To obtain a passing score in any automotive technology and automotive business/management course, the student must be able to prove what they know and that they can apply it. Simply cramming to be able to "recite" material typically will not be enough to obtain a passing score. To make a passing grade in this course, it is critical to read and complete the assignments and handouts thoroughly, attend class regularly, take good notes, and participate in class discussions.

There will be 3 exams in the course. The exact number of questions and points possible from each will vary as the material varies. If for some reason, the student is unable to take an exam at the scheduled time, they may be allowed to take a make-up exam at the sole discretion of the instructor. The possibility of making up any missed exam or portion thereof is at the sole discretion of the instructor. All makeup work must be completed prior to the beginning of the next class session.

Students may earn points on assignments, quizzes, exams, presentations, and projects. Exams and quizzes are based on material from the text, lectures, assigned readings, class discussions, and any guest speakers. Exams and quizzes will typically comprise of multiple-choice and short answer styles of questions.

Quizzes will be unannounced and students should be prepared to take a quiz at any time. The number of quizzes will vary based upon the instructor’s discretion. The points possible from each quiz will vary as the material varies and at the instructor’s discretion. The possibility of making up any missed quiz or a portion thereof is at the sole discretion of the instructor. All makeup work must be completed prior to the beginning of the next class session.

The instructor will communicate to the class any assignments, including due dates and requirements. The number of assignments will vary based upon the instructor’s discretion. The points possible from each assignment will vary as the material varies and at the instructor’s discretion. All assignments must be submitted to the instructor on the specified due date when they are called for. Assignments must be neatly printed and carefully proofread. Assignments are expected to be of the utmost professional quality in substance and appearance. Students are expected to maintain standards that reflect their desired grade, i.e., cover, paper, print, spelling, grammar, and format. Whether a late assignment is accepted or not will be done exclusively at the instructor’s discretion as well as any point deductions on those assignments handed in late. Homework includes assignments from the textbook and the lab worksheets. Any homework turned in 1 day late will result in a 50% loss of points. No credit will be given for assignments turned in more than 1 day after the due date.
EMERGENCY AND SAFETY INSTRUCTIONS:
While in any automotive laboratory, students must follow safe laboratory practices at all times. This includes the wearing of appropriate eye protection while in the laboratory setting as well as proper operation of vehicles, equipment and tools. Students are to ask their instructor if for any reason they are unsure of proper operational procedures or appropriate safety precautions to take.

SIU is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIU emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available in the posters in every building on campus and in the Emergency Response Guideline pamphlet. It is also available on BERT’s website at http://www.bert.siu.edu/ and on the Department of Safety’s website www.dps.siu.edu.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

ACADEMIC HONESTY POLICY/PLAGIARISM:
Students may be subject to disciplinary proceedings resulting in an academic penalty or disciplinary penalty for academic dishonesty. Academic dishonesty includes, but is not limited to, cheating on a test, plagiarism, or collusion. For additional information see the Morris Library Guide (http://libguides.lib.siu.edu/plagiarism)

STATEMENT ON INCLUSIVE EXCELLENCE:
SIU contains people from all walks of life, from many different cultures and sub-cultures, and representing all strata of society, nationalities, ethnicities, lifestyles, and affiliations. Learning from and working with people who differ from you is an important part of your education in this class, as well an essential preparation for any career.

SUPPLEMENTARY ASSISTANCE:
With the cooperation of SIU’s Disability Support Services (DSS), each student who qualifies for reasonable supplementary assistance has the right to receive it. Students requesting supplementary assistance must first register with DSS in Woody Hall B-150, (453-5738) or http://disabilityservices.siu.edu

Notice: If you have any type of special need(s) or disability for which you require accommodations to promote your learning in this class, please contact me as soon as possible. The Office of Disability Support Services (DDS) offers various support services and can help you with special accommodations. You may wish to contact DDS at 453-5738 or go to Room 150 at Woody Hall to verify your eligibility and options for accommodations related to your special need(s) or disability.

SIU EMAIL POLICY
Official SIU Student Email Policy: http://policies.siu.edu/policies/email.htm

SALUKI CARES:
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. To make a referral to Saluki Cares click, call, or send: http://salukicares.siu.edu/index.html ; (618) 453-5714, or siucares@siu.edu